



executive summary



Pacific Islands Hula

project purpose

The City Council, recognizing that Las Vegas is a rapidly growing city, made it a priority to maintain and improve the quality of life for existing and new citizens. Since recreational opportunities and parks improve the overall livability of the city, the Council wanted to know more about the facilities and programming priorities of their residents, both overall and in each of the six council wards. They also wanted to gain an understanding of the recreation participation habits and preferences of city residents.

This survey, conducted in late 2005 and early 2006, is based on the ward alignments at that time and does not reflect any proposed or implemented redistricting. The survey was designed to gather data on public attitudes, recreation interests and recreation participation from Las Vegas residents. The City will use these survey results to assess the need for new and/or improved parks, facilities and programs overall and within its council wards, with the goal of enhancing community livability.

survey goals

Recreation surveys generate significant, meaningful data regarding a community's desired focus for parks and recreation efforts. Surveys do have limitations; and can be supplemented by in-depth qualitative research, such as focus groups and community workshops. The strength of a survey for collecting public input is its broad reach, allowing the general themes and directions to be reasonably applied to the entire city.

This survey is specifically designed to gather information in three areas:

Recreation Habits:

- Existing and desired recreation habits - city-wide and by ward - for youths, adults and seniors

Facilities:

- Interest in additional indoor and outdoor facilities
- Types of facilities desired
- Amenities desired for indoor recreation centers
- Usage of parks
- Usage of community centers

Programming:

- Methods community members use to find out about recreational, and cultural programs and services
- Residents' willingness to travel for services
- Programming input for those with disabilities
- Usage of City-managed senior centers

Policies and Planning:

- Community priorities for leisure services facilities, general programming and teen programming
- Fee structure, funding sources and service priorities
- Facility development priorities

methodology

This recreation survey was designed and distributed so as to achieve statistical reliability for future planning in the Las Vegas area. Questions were developed through an iterative process between the Las Vegas Department of Leisure Services and MIG, Inc., with the City providing topical direction and MIG proposing survey questions. These questions were then edited by the City to meet the needs of the Las Vegas community.

With direction from the Leisure Services staff, surveys were distributed door-to-door by city employees and volunteers to randomly selected households within the City limits. In order to supplement the hand delivered surveys and ensure an adequate response rate, surveys were also mailed by the city to randomly selected households using addresses obtained from Las Vegas' GIS database. Each household member age 10 and older was asked to complete a separate survey so that feedback would be provided by a broad spectrum of the population, including youth, adults, and seniors.

As Las Vegas has significant Hispanic and Latino populations, Spanish-language recreation surveys were also distributed to the public. When distributed door-to-door, Spanish-language surveys were given to those who preferred to receive them in Spanish. Mailed surveys included both an English and Spanish survey.

Given Las Vegas' population, the number of surveys distributed and the number of surveys returned, this survey achieved a 2.1% margin of error at the 95% confidence level. Analyses of the overall survey distribution and return ratio, survey response rates by ward, and English and Spanish-language responses by ward are provided in Tables 1.1 to 1.3, to the right. Survey results are also broken down by ward with slightly higher margins of error (5.0%-6.3%) due to smaller samples in each ward when compared to the survey as a whole.



Centennial Hills Park - Kids Play Area

Table 1.1
Summary of Survey Distribution and Return

Survey Summary	Number
Surveys Distributed	23,600
Surveys Returned	1787
Return Ratio	7.6%

Table 1.2
Survey Response Rates by Ward¹

Area	Number of Returns	Percent
Ward 1	361	21.8%
Ward 2	381	22.9%
Ward 3	247	14.9%
Ward 4	247	11.1%
Ward 5	244	14.7%
Ward 6	241	14.5%
Return Ratio	1721	100.0%

¹66 returns were not tracable to a particular ward

Table 1.3
English and Spanish Return Rates by Ward

Area	English Returns	Spanish Returns
Ward 1	352 (97.8%)	8 (2.2%)
Ward 2	373 (98.2%)	7 (1.8%)
Ward 3	210 (85.4%)	36 (14.6%)
Ward 4	243 (98.4%)	4 (1.6%)
Ward 5	218 (89.3%)	26 (10.7%)
Ward 6	228 (94.6%)	13 (5.4%)
Total Returns	1625 (94.5%)	95 (5.5%)

key findings

- Priorities for facilities are as follows: maintain existing facilities, upgrade existing facilities, and build new facilities. This varies somewhat by ward.

- Priorities for programming are as follows: youth programming, senior programming, and general health and fitness programming.

- 100% of responses indicated at least conditional support for a tax measure for improvements to and acquisition of parks. Choices included general conditions such as the facilities proposed and the overall amount

- Swimming, walking, hiking, weight training and going to the gym are the top “active” recreation activities. Reading, listening to music, participating in family activities, arts & crafts, gardening and gourmet cooking are the top “passive” recreation activities of respondents.

- 9 out of 10 of the most popular activities indicated are significantly above the average participation rate.

- Activities that respondents would like to do more of include attending concerts, fairs and festivals; participating in arts and crafts; and indoor swimming.

- A significant number of respondents feel that additional outdoor facilities are needed in their area. This is particularly true in Wards 3, 5 and 6.

- Support for an indoor recreation center is very strong across all wards.

- In all wards of the City, respondents indicated a need for basic park amenities, such as paved trails, picnic areas, playgrounds, and basketball courts.

- Respondents indicated that “family activities” are a recreation option that residents both do and want to do. Additionally, family-oriented outdoor facility

choices (such as Water play parks, family picnic areas, small water playgrounds, tot lots and open grassy areas) are at the top of the list of facility priorities.

- Other strong parallels between activities and facilities chosen are as follows: respondents indicated a strong interest in both outdoor and indoor swimming, and a pool is the third-highest facility choice of respondents; a strong interest in walking for pleasure was also demonstrated, and paved trails are a top facility priority.

- There are also facility choices that are not congruent. Respondents indicated an interest in basketball courts and sport fields. However, basketball, football and soccer rank relatively low when asked what activities they are currently participating in or would like to do.

- Construction of water play features, indoor swimming pools, and football, soccer, baseball and softball fields received strong support statistically and in write-in responses, city-wide.

- Most respondents find out about recreation programs and services via word of mouth, program guides and local newspaper advertisements.

- If the parks and recreation budget were decreased, respondents in all wards would want to reduce or eliminate plans to construct new parks and facilities. Respondents would avoid eliminating or reducing operational hours at existing community centers and swimming pools.

- Parks are second only to home as a place where respondents spend their free time.

- 57% of respondents have, or have a family member that has, a disability.